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× **LABOR-SAVING SHOWS**
help farm people find
easier and better ways
to do their work.×

Suggestions
from the experiences of
State Extension Services
conducting labor-saving
shows during 1944-1947

Prepared by:

Labor Utilization Division - Extension Service
United States Department of Agriculture

Extension Farm Labor Circular 31 (Revised)

December 1947

PLAN THE SHOW WELL IN ADVANCE

FOREWARD

The suggestions recorded in this circular represent the judgment and observation of members of the Labor Utilization Division of the Federal Extension Service. They are based on attendance at county shows and consultation with a number of the State and county representatives conducting the shows.

To be most helpful the suggestions have been made specific and direct. There will be exceptions to some of the conclusions. Certain features, generally considered undesirable, may have worked well in some States and counties because of local conditions.

These suggestions pertain only to the caravan type of show. As they bring together majority opinion based on actual experience, they should be carefully considered by those planning to hold similar shows in the future.

title, such as "labor saving," "rural progress," "farm and home special." Select exhibits to meet current needs, with something of interest to all.

- * Prepare literature in advance for each item exhibited so that it may be sent out on request. Prepare one "hand-out" for the show that explains the exhibits, contains a blank for use in ordering publications, and can be used for checking attendance.

Labor-Saving Shows reach a large number of farm men and women. By attending together they both get new ideas in farming and home-making.

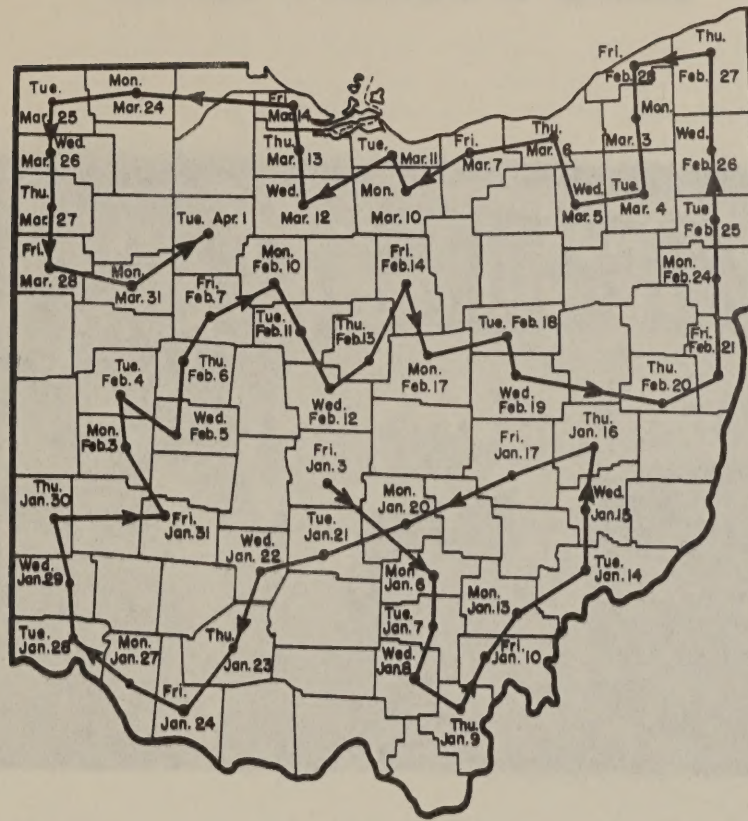
PLAN THE SHOW WELL IN ADVANCE

- * A labor-saving show is an Extension-wide project. The State committee should represent all groups interested.
- * Administrative clearance must be assured and financial support provided. The chairman of the committee must have authority to proceed in developing plans and making decisions.
- * The show should visit only the counties requesting it--those who are ready to do their part. The schedule must be made to fit transportation needs, and dates assigned to counties.
- * A 4- to 6-week period is long enough for such an intensive project. Late fall (September-October-November) and early spring (February-March-April) have been the most popular times of year for the shows in most sections.
- * The show should have a specific theme or title, such as "labor saving," "rural progress," "farm and home special." Select exhibits to meet current needs, with something of interest to all.
- * Prepare literature in advance for each item exhibited so that it may be sent out on request. Prepare one "hand-out" for the show that explains the exhibits, contains a blank for use in ordering publications, and can be used for checking attendance.

Labor-Saving Shows reach a large number of farm men and women. By attending together they both get new ideas in farming and home-making.

- * Saturday shows.
- * Shows in large cities.
- * Night showings.
- * Two-day shows.
- * Shows on alternate days.
- * Six days a week.

ROUTE CARAVAN TO SAVE "Time and Energy"



How Ohio Scheduled Its 1947 Tour

Short overnight jumps, with shows 4 or 5 days a week, 10 a.m. to 4 p.m. have been most popular.

Less desirable have been:

- * Saturday shows.
- * Shows in large cities.
- * Night showings.
- * Two-day shows.
- * Shows on alternate days.
- * Six days a week.

The PLACE TO MAKE OR BREAK the Show

TRANSPORTATION OF THE SHOW

CAN BEST BE DONE BY THOSE

WHO MAKE A BUSINESS OF HAULING

A large, well-lighted, heated, and easily ventilated building is essential. It should be centrally located, with adequate power connections, and should have a vacant



Contract the job for the entire show.

Have a definite show crew set up and dismantle the exhibits.

Use local assistance in loading and unloading.

- * Use panels to enclose the show area.
- * Provide tables for models and small equipment.
- * Arrange panels for separation of ideas.
- * Use center of hall for local exhibits and commercial displays of small equipment.

The PLACE Can "MAKE or BREAK" the Show

A large, well-lighted, heated, and easily ventilated building is essential. It should be centrally located, with adequate power connections, and should have a vacant lot nearby for parking and outdoor exhibits and demonstrations.



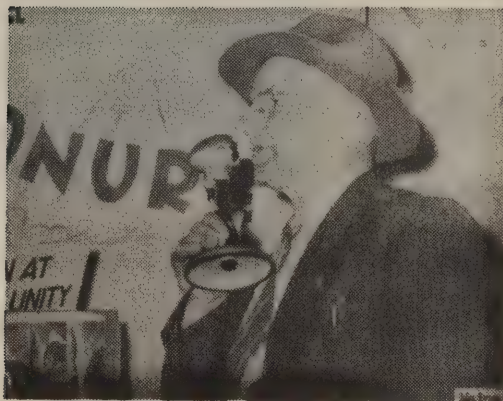
- * Use panels to enclose the show area.
- * Provide tables for models and small equipment.
- * Arrange panels for separation of ideas.
- * Use center of hall for local exhibits and commercial displays of small equipment.

A FEW GOOD IDEAS - well demonstrated
better than
MANY IDEAS - with less showmanship

Provide Action in Exhibits To Attract Attention

BUT

Have an Attendent in Charge To Talk With the People



Let the county agents
"run the show."



Have "specialists" with
their exhibits.



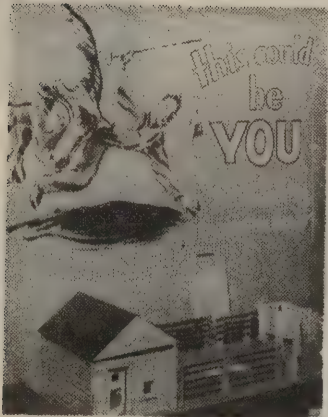
Use local leaders to assist
specialists in explaining exhibits.



Encourage farm people to demon-
strate the equipment they display.

STRESS THE KEY POINTS

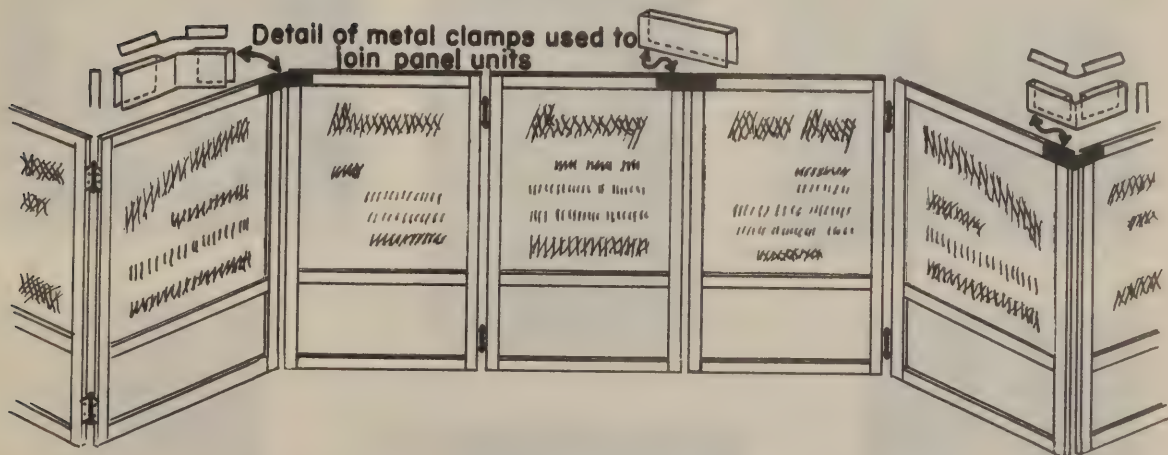
- * Use Pictures and Working Models
- * People Come To See and Not To Read
- * Tell the Story Simply



Pictures
of two
good
panels



Construct Panels That Can Be Easily
Assembled, Packed, and Transported

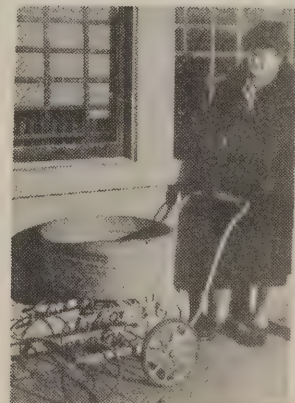
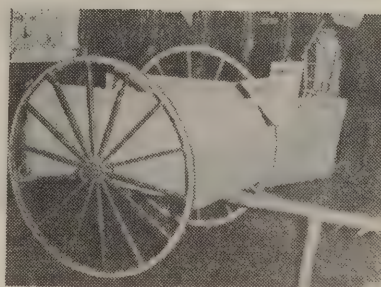
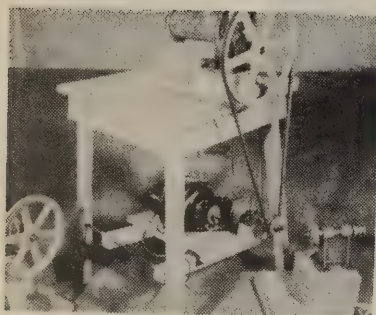
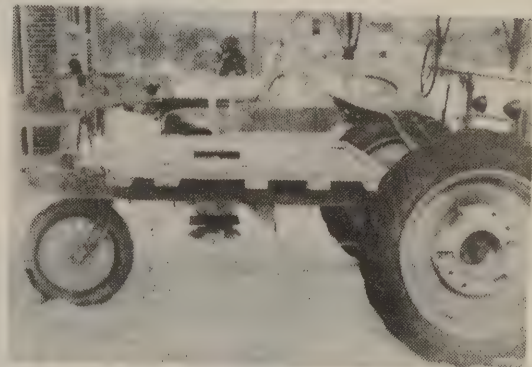
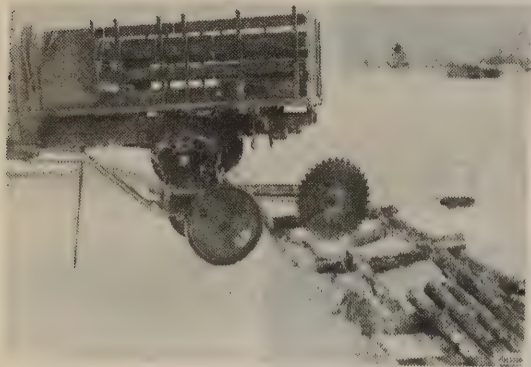
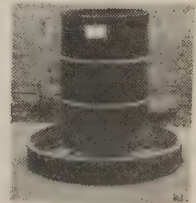


Panels made of plywood for durability, use of oil paints, and ease of cleaning; lettering at eye level with blank space at bottom for table display; hinged in pairs to protect display surface when folded and carried, to permit variations in arrangement and ease in setting up and fastening at top.

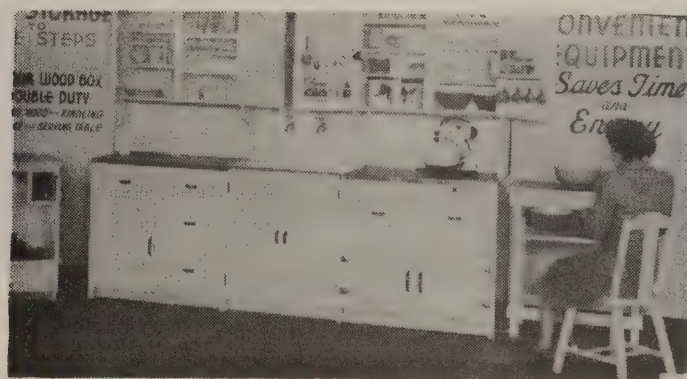
FEATURE HOME-MADE EQUIPMENT

Encourage farm people to exhibit and demonstrate their own ideas, devices, and home-made equipment by:

- * a good publicity campaign.
- * personal contacts by county agents.
- * incentive awards for each exhibit.
- * contests in which exhibits are judged.



SPECIAL EXHIBITS ATTRACT ATTENTION



RESTRICTED MATERIAL (For Administrative Use Only)

LET THE COMMUNITY GO "ALL OUT"

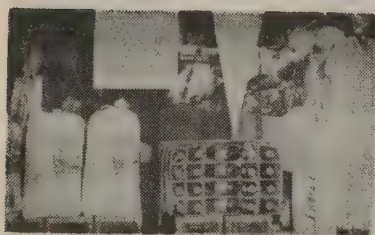
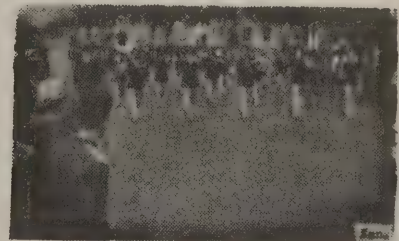
WITH PLENTY OF LOCAL PUBLICITY

In newspapers

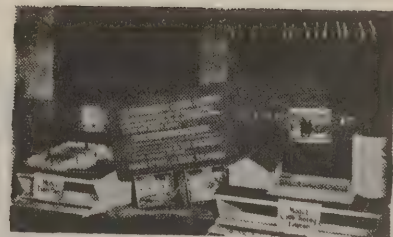
Special Farm and Home Show Edition THE REPUBLICAN JOURNAL



On
the
street



In
store
and
office
windows



Get local organizations, business, and civic groups to:

- * serve the noon lunch.
- * arrange special features.
- * sponsor contests.

SOME "MUSTS" THAT MAKE A SHOW "CLICK"



Provide special section for demonstrations so people can see and hear.



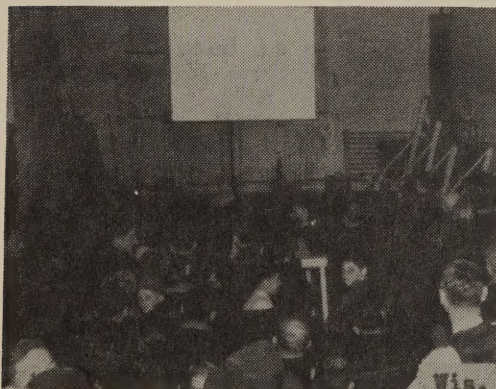
Let people try out ideas for themselves.



Keep commercial exhibits by themselves.



Demonstrate some equipment outside.



If separate room is available, show movies for entertainment, ideas not exhibited, and a place to rest. Use continuous show idea-- half-hour period of short films.



Take requests for bulletins; mail them rather than pass them out.

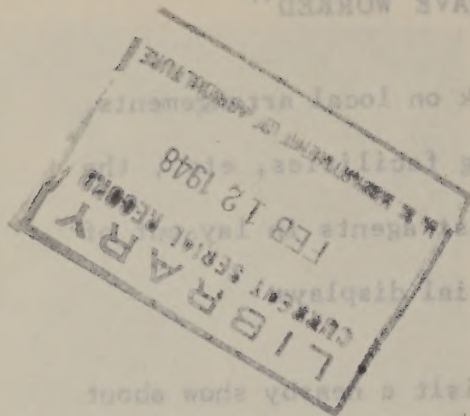
AN ADDITIONAL PAGE
of
"THINGS THAT HAVE WORKED"

- * Have an advance agent check on local arrangements, hotel reservations, eating facilities, etc., the day before the show. Assist agents in lay-out of show and setting up commercial displays.
- * Require county agents to visit a nearby show about 1 week prior to their own show, to become familiar with the day's program and problems.
- * Put one man in charge of setting up and dismantling with authority to make all decisions.
- * If possible, spend the night in the town where the show is to be held the next day.
- * Have emergency electrical equipment ready to be used if needed.
- * Use a truck equipped with loud speaker for announcements at the show and for trips around town and to nearby rural centers on the day of the show.

REMEMBER

You are "putting on" a show
Use all the "tricks of the trade"

"THINGS THAT HAVE WORKED"



- * Have an advance agent check on local hotel reservations, eating places, day before the show. Assist show and setting up commercial display.
- * Recruit county agents to visit a week prior to their own show, to become familiar with the day's program and problems.
- * Put one man in charge of setting up and dismantling with authority to make all decisions.
- * If possible, spend the night in the town where the show is to be held the next day.
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